

New Media Firm, The 1322 G St., SE Washington, DC 20003

Schedule Dates Advertiser Agency

Product Brand

Salesperson Sales Office

Contract #

**Buyer Name** Phone/Fax CPE Account Types

Billing Type Comments

103529 10/23/12-11/05/12

Voters First (9253)

New Media Firm, The (3705) Political/Issues (1129)

political issue (13047)

Philadelphia Office, Philly (1680) Eagle Television/Phlladelphia Office

Certo, Michele

369/387/1786 National/Political Issue

Standard VOTERS FIRST Date Entered 10/19/12 Last Modified

10/19/12 Kathy Sparks

CO-OP No ECR07914297 Headline #

Demo

**Entered By** 

Order Type Normal

Package Deal

Commission % 15.00 Commission

\$16,530.00 Net Total \$93,670.00

Sales Tax

WBNS-TV (WBNS) By Broadcast Month Spots Rate Oct. 2012 18 \$42,400.00 29 Nov. 2012 \$67,B00.00 Grand Total: \$110,200.00 47

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	5 !	SPW	Mo -	Tu V	Ne Th	ı Fr	Sa_Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/23/12-10/23/12	2	:30	5:57A- 7A (EST)		1		х	1	1 1	:	1	\$1,800.00	\$1,800.0	WBNS-TV (WBNS)	10TV NWSHD 6A	10/19/12
2.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	5:57A- 7A (EST)		1			X	3 y	_ :	1	\$1,800.00	\$1,800.0	WBNS-TV (WBNS)	10TV NWSHD 6A	10/19/12
3.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	5:57A- 7A (EST)		1		Х			1	1	\$1,B00.00	\$1,800.0	WBNS-TV (WBNS)	10TV NWSHD 6A	10/19/12
4.0	Normal Line / SPOT	11/01/12-11/01/12	2	:30	5:57A- 7A (EST)		1			X	1		1	\$1,800.00	\$1,800.0	WBNS-TV (WBNS)	10TV NWSHD 6A	10/19/12
5.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	5:57A- 7A (EST)		1	Х		1	, 1	-	1	\$1,800.00	\$1,800.0	WBNS-TV (WBNS)	10TV NWSHD 6A	10/19/12
6.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	8A- 8:SSA (EST)		1			x ¦			1	\$1,600.00	\$1,600.0	WBNS-TV (WBNS)	C8S THS MRNG-2	10/19/12
7.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	8A- 8:55A (EST)		1			İ	X į	:	1	\$1,600.00	\$1,600.0	WBNS-TV (WBNS)	CBS THS MRNG-2	10/19/12
8.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	4:25A- 4:58A (EST)	)	1	х		- 1	; F		1	\$400.00	\$400.0	W8NS-TV (WBNS)	10TV NWSHD430A<	10/19/12
9.0	Normal Line / SPOT	10/31/12-10/31/12	2	:30	4:25A- 4:58A (EST)	)	1			Х .	1	1	1	\$400.00	\$400.0	W8NS-TV (WBNS)	10TV NWSHD430A<	10/19/12
10.0	Normal Line / SPOT	11/02/12-11/02/12	2	:30	4:25A- 4:58A (EST)	)	1			į.	Х	!	1	\$400.00	\$400.0	W8NS-TV (WBNS)	10TV NWSHD430A<	10/19/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	4:25A- 4:58A (EST)	)	1	Х.			:		1	\$400.00	\$400.0	WBNS-TV (WBNS)	10TV NWSHD430A<	10/19/12
12.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	4:58A- 6:56A (EST)	)	1				1 1	X ,	1	\$600.00	\$600.0	WBNS-TV (WBNS)	10TV NWSHD WSA	10/19/12
13.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	4:58A- 6:56A (EST)	)	1				; ;	x :	1	\$600.00	\$600.0	WBNS-TV (WBNS)	10TV NWSHD WSA	10/19/12
14.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	6:57A- 9A (EST)		1			3		X	1	\$1,200.00	\$1,200.0	W8NS-TV (W8NS)	CBS THS MRN:SA	10/19/12
			-		(	CONF	FIR	MA	TI	ON	CC	NT	RAC	T	<u> </u>		1	
ccepted	-Agency/Advertiser:			Date:		cepted-Stat								Date:	Comments:			

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is herby rejected."



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## Contract #

Schedule Dates Advertiser

Agency

Product Brand

Salesperson Sales Office

Buyer Name Phone/Fax

CPE Account Types Billing Type Comments

103529 10/23/12-11/05/12

Voters First (9253) New Media Firm, The (3705)

Political/Issues (1129)

political issue (13047)

Phlladelphia Office, Philly (1680) Eagle Television/Philadelphia Office

Certo, Michele

369/387/1786 National/Political Issue

Standard **VOTERS FIRST**  Date Entered **Last Modified** 

**Entered By** 

10/19/12 10/19/12

Kathy Sparks

No CO-OP ECR07914297 Headline #

Demo

Normal

Order Type Package Deal

Commission % 15.00 Commission \$16,530.00

**Net Total** \$93,670.00

Sales Tax

WBNS-TV (WBNS) 8y Broadcast Month Rate **Spots** Oct. 2012 18 \$42,400.00 Nov. 2012 29 \$67,800.00 Grand Total: 47 \$110,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu V	We Th	Fr Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	6:28A- 8:30A (EST)	1	- 1		: 1	1	X	1	\$600.00	\$600.00	WBNS-TV (WBNS)	10TV NWSHD WSU	10/19/12
16.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	8:58A- 10:30A (EST)	1			1 1	:	X	1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	SUNDAY MRN-CBS	10/19/12
17.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	8:58A- 10:30A (EST)	1					‡ X	1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	SUNDAY MRN-C8S	10/19/12
18.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	11:58A- 12:30P (EST)	1			Χ .		T F	1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 12P	10/19/12
19.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	11:58A- 12:30P (EST)	1			:	X :	‡	1	\$1,800.00	\$1,800.00	WBNS-TV (W8NS)	10TV NWSHD 12P	10/19/12
20.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	11:58A- 12:30P (EST)	1		χ	1 -	· P	;	1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 12P	10/19/12
21.0	Normal Line / SPOT	11/01/12-11/01/12	2	:30	11:58A- 12:30P (EST)	1	,		X		1	1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NWSHD 12P	10/19/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	11:58A- 12:30P (EST)	1	х					1	\$1,800.00	\$1,800.00	W8NS-TV (WBNS)	10TV NWSHD 12P	10/19/12
23.0	Normal Line / SPOT	10/31/12 10/31/12	2	:30	3P- 3:55P (EST)	1			х ;		1	1	\$1,200.00	\$1,200.00	W8NS-TV (W8NS)	DR. PHIL	10/19/12
24.0	Normal Line / SPOT	11/02/12-11/02/12	2	:30	3P- 3:55P (EST)	1			1	x	1	1	\$1,200.00	\$1,200.00	WBNS-TV (W8NS)	DR, PHIL	10/19/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	3P- 3:55P (EST)	1	х		i	1		1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. PHIL	10/19/12
26.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	5P- 6P (EST)	1			х !	1	1	1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	10TV NWSHD 5P	10/19/12
27.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	5P- 6P (EST)	1			1 1	<b>x</b> !	!	1	\$3,000.00		WBNS-TV (WBNS)	10TV NWSHD 5P	10/19/12
28.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	SP- 6P (EST)	1		X		' '	1	1	\$3,000.00		W8NS-TV (W8NS)	10TV NWSHD 5P	10/19/12
		•	'		CON	FIF	RMA	TI	ON	001	JTF	RACT	and a second				
Accepted-	Agency/Advertiser:			Date:	Accepted-Sta	ition:							Date:	Comments:			

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## Contract #

Schedule Dates Advertiser

Agency

Product

Salesperson Sales Office

**Buyer Name** Phone/Fax

CPE **Account Types Billing Type** Comments

103529 10/23/12-11/05/12 Voters First (9253)

New Media Firm, The (3705)

Political/Issues (1129) political issue (13047)

Philadelphia Office, Philly (1680) Eagle Television/Philadelphia Office

Certo, Michele

369/387/1786 National/Political Issue

Standard VOTERS FIRST Date Entered 10/19/12 Last Modified

10/19/12 Kathy Sparks

No CO-OP Headline # ECR07914297

Order Type Norma!

Package Deal

**Entered By** 

Commission % 15.00

Commission \$16,530.00 Net Total \$93,670.00

Sales Tax

WBNS-TV (WBNS) Rate By Broadcast Month **Spots** Oct. 2012 18 \$42,400.00 Nov. 2012 29 \$67,800.00 Grand Total: 47 \$110,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Ŧu	We Th Fr	Sa :	Su   :	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / SPOT	11/01/12-11/01/12	2	:30	5P- 6P (EST)	1			, X :	i t		1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	10TV NWSHD 5P	10/19/12
30.0	Normal Line / SPOT	10/23/12-10/23/12	2	:30	6P- 6:30P (EST)	_1		X		i :		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
31.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	6P- 6:30P (EST)	1			x ;	t i		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
32.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	6P- 6:30P (EST)	1	х		1	! !		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
33.0	Normal Line / SPOT	10/31/12-10/31/12	2	:30	6P- 6:30P (EST)	1			X .			1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
34.0	Normal Line / SPOT	11/02/12-11/02/12	2	:30	6P- 6:30P (EST)	1			. , x			1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
35.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	6P- 6:30P (EST)	1	х		1	t E		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NWSHD 6P	10/19/12
36.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	6:28P- 6:57P (EST)	1				1 1	x	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	NEWS	10/19/12
37.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	6:28P- 6:57P (EST)	1			. 1		х	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	NEWS	10/19/12
38.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	6:58P- 7:30P (EST)	1		х				1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	JEOPARDY	10/19/12
39.0	Normal Line / SPOT	11/01/12-11/01/12		:30	6:58P-7:30P (EST)	1			X			1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	JEOPARDY	10/19/12
40.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	6:58P- 7:30P (EST)	1	Χ.					1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	JEOPARDY	10/19/12
41.0	Normal Line / SPOT	10/23/12-10/23/12	2	:30	11P- 11:35P (EST)	1		Х	1 1	i .		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATÉ NEWS	10/19/12
42.0	Normal Line / SPOT	10/25/12-10/25/12	. 2	:30	11P- 11:35P (EST)	1			X	1		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/12
			-		CON	FIF	SM.	ΑT	ION C	ON.	ΓR	AC	MODELLE CONTRACT				
Accepted-	Agency/Advertiser:			Date:	Accepted-St								Date:	Comments:			

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## Contract #

**Schedule Dates** 

Advertiser

Agency Product

Brand Salesperson

Sales Office

**Buyer Name** Phone/Fax CPE

**Account Types Billing Type** Comments

103529 10/23/12-11/05/12

Voters First (9253)

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Philadelphia Office, Philly (1680) Eagle Television/Philadelphia Office

Certo, Michele

369/387/1786 National/Political Issue

Standard VOTERS FIRST **Date Entered** 

10/19/12 Last Modified 10/19/12 Kathy Sparks

ECR07914297

CO-OP Νo

Headline # Demo

Entered By

Order Type Normal

Package Deal

Commission % 15.00

Commission \$16,530.00 **Net Total** \$93,670.00

Sales Tax

By Broadcast Month	Spots	Rate
Oct. 2012	18	\$42,400.00
Nov. 2012	29	\$67,800.00
Grand Total:	47	\$110,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu V	Ve Th	Fr S	Sa Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	11P- 11:35P (EST)	1	t			1	. X	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/1
44.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	11P- 11:35P (EST)	1	ιx			1		1	\$3,600.00	\$3,600.00	WBN5-TV (WBNS)	LATE NEWS	10/19/1
45.0	Normal Line / SPOT	11/01/12-11/01/12	2	:30	11P- 11:35P (EST)	1	ı		, X		1	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/1
46.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	11P- 11:35P (EST)	1	ı			6	, X	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/1
47.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	11P- 11:35P (EST)	1	ιx			. :		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	LATE NEWS	10/19/1
	·																
					CON	IFIE	RN	ATI	ON	CO	NTI	RACT					
bostone	Agency/Advertiser:			Date:	Accepted-S	4 . L							Date:	Comments:			

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